



Artistic Crafts Research / Surveys Events All Europe Countries

## "Online Presentation: Understanding the New Technological Context for Craftsmanship"

*"As part of the European Artistic Crafts Days 2025, the European Crafts Alliance presents an online session, on April 2, on the integration of digital design and fabrication technologies in craftsmanship. Based on a recent survey the presentation will explore how craftspeople across Europe are adopting technological tools."*

**Date:** April 2, 11.00 CET

Organizer: European Crafts Alliance

Register here.

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**What new opportunities are available for craftspeople in digital design and fabrication technologies? How are craftspeople across Europe using digital tools like CAD, 3D printing, CNC, and laser cutting in their work? How can digital tools help safeguard endangered crafts? What barriers exist to adopting digital technologies in craft practices? How can craftspeople and businesses overcome these challenges? How might digital technologies shape the sector in the future?**

European Crafts Alliance (ECA; ex-WCCE) invites participants to the online presentation of the results from the survey ***Understanding the New Technological Context for Craftsmanship***, which explores the integration of digital design and fabrication technologies in the European craft sector. The presentation will highlight both the **opportunities and challenges faced by craftspeople**, including the barriers to adopting new technologies.

Key findings of the study include:

- **69.70%** of the surveyed craftspeople have incorporated digital tools into their practice, with **35.56% using them extensively**.
- Among the most frequently used technologies are **CAD (51.16%)**, **3D printing (41.86%)**, **CNC (32.56%)**, and laser cutting (**37.21%**).
- **40%** of those not using digital tools cite a lack of opportunity, and **15%** say they don't see the value in adopting these technologies.

The presentation and roundtable will also explore **recommendations from the survey to enhance the integration of digital tools**, including:

- De-stigmatizing the use of digital technologies in traditional craftsmanship.
- Offering more accessible digital training programs for craftspeople.
- Creating spaces where traditional and digital creators can collaborate, such as Fab Labs.
- Using certification systems based on blockchain technology to prevent counterfeiting and protect quality craftsmanship.

The results will be presented by **Rosa Muñoz**, researcher, brand and trends consultant at **OHAY?**, who conducted the study.

**The full results of the study will be freely available to download after the event.**

The event is part of the ***European Artistic Crafts Days 2025***. It is free of charge and open to everyone!

**Register here.**

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